

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants : Bezos, et al.

Confirmation No. 6517

Appl. No. : 10/768,336

Filed : January 30, 2004

For : NOTIFICATION SERVICE FOR  
ASSISTING USERS IN SELECTING  
ITEMS FROM AN ELECTRONIC  
CATALOG

Examiner : Mark Fadok

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**AMENDMENT UNDER RULE 312, SUBSTANCE OF INTERVIEW, AND  
COMMENTS ON STATEMENT OF REASONS FOR ALLOWANCE**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Notice of Allowance issued on March 7, 2007, please amend the application as indicated below, and consider the remarks, substance of interview, and comments on statement of reasons for allowance that follow.